Changemaking Rules

Purpose & Passion can lead to Catalytic Change!
We cannot solve challenges working in silos.

Sustainable solutions that solve social issues require collective action by all relevant stakeholders.
The Ecosystem
Marry yourself to the problem
The Non-profit – For-profit Continuum

- Philanthropic NGO (grants & donations)
- Entrepreneurial NGO (generates revenue)
- Social Business (all dividends reinvested)
- Social Enterprise (double bottom line)
- Corporate Social Responsibility
- Traditional Business

Slide based on the work of Alfred Vernis, ESADE Business School
Three Dimensions of a Social Enterprise

- Business Model Innovation
- Local Context
- Technology Solutions
Staged Approach to Business-model Centric Support

GSBI Social Enterprise Support System

Flow is from the Monitor Group’s 2012 study, Blueprint to Scale: The Case for Philanthropy in Impact Investing

Outline business and develop business model
Create business plan and test assumptions
Prepare business for scale and investment

Executive Mentoring & Structured Curriculum
Stage Assessment Tool
GSBI Social Enterprise Support System

Outline business and develop business model
Create business plan and test assumptions
Prepare business for scale and investment

Flow is from the Monitor Group’s 2012 study, *Blueprint to Scale: The Case for Philanthropy in Impact Investing*
The “Justifiable Ask”
What Else Does the Ecosystem Need

To create social impact
Heropreneurship

noun

“the promotion and hero-worshiping of entrepreneurship as the ultimate sign of success”
Partnerships and Co-creation
“Someone who works for an organization and takes initiative to apply their strengths to help the organization, their career and make a social/environmental impact”

Social Intrepreneur
“I urge anyone who has an idea for a social business to start work on it as soon as possible. Even if it improves life for only five people....it is worth undertaking.”

Muhammad Yunus
17% More Likely
The Ecosystem

- Universities
- Impact Investors
- Governments
- SEs & NGOs
- Private Philanthropy
- Accelerators & Incubators

Problem & Solution
Be entrepreneurial no matter where you work. It’s a mindset
Marry yourself to the problem, not the solution.
Curiosity is critical
Consider where in the ecosystem you can create and add value
It takes an ecosystem to make impact
Solutions require real information – apprentice with the problem first
Funders need to support and close the pioneering gap
In Wisconsin, by Wisconsin, for Wisconsin: Building a Foundation of IMPACT through SOCIAL INNOVATION

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